

marrying cyberspace and the real world have become clear. Hundreds of these operations are now cutting back or going out of business entirely.

Established name-brand retailers, so-called clicks-and-mortars, have also had their share of tribulations on the Internet. While many have recorded strong sales through their online arms, it has often come at enormous cost. To sustain the level of service associated with their stores, most big-name retailers have had to do everything from hire new workers to set up a separate warehouse operation to handle the orders.

There is no way to know exactly how many small storefront merchants do business over the Web, but their ranks are already in the tens of thousands and growing. As of May, some 29 percent of all American small businesses—from retailers to public relations firms—had Web sites, according to the Kelsey Group, a consulting firm specializing in local advertising and e-commerce. That is up from 23 percent in May of last year.

Of this Web-connected minority, almost half are selling goods over the Internet, according to the Kelsey Group, which gets its information from a survey of a national panel of 600 businesses with fewer than 100 employees.

The use of the Web by small retailers is likely to accelerate because many larger companies, hoping that small businesses could be revenue generators, have been intensifying efforts to bring mom-and-pop stores online over the course of the last year.

Last September, for example, Amazon.com started zShops, a service that allows small businesses to have a link to their products pop up when a visitor to Amazon clicks on a relevant book or compact disc. A seller of spice grinders, say, could arrange for a link to appear every time a person clicked on a book about Indian cooking.

Web developers of all sizes—from Microsoft to tiny outfits run by a couple of a guys in a college dorm—are offering small businesses access to a range of Web services, from Web site design to purchasing banner advertising. In fact, the business of providing Web services to small operators has already become competitive enough that many of the mom-and-pop retailers said their entry costs had been very reasonable.

James and Mary DeFore, for example, own a women and children's store called Unique Boutique in downtown Thomasville, Ga., a small city of about 20,000 people. They were doing a healthy side business in prom dresses, and decided that if they offered them on the Web they might attract rural customers who could not get into town. So last January, they hired a local service provider, who for a few hundred dollars designed a simple but colorful Web site with the catchy name Time for Prom (timeforprom.com).

The site went live in February, and by March the DeFores were getting up to 40,000 visitors to their Web site each month. By June, they had nearly 500 orders for dresses that cost \$150 to \$200. And requests came not just from rural areas in Georgia but also from Missouri and West Virginia and even Hawaii and Japan. "The biggest problem," Mr. DeFore said, "was fulfilling all the orders."

Despite not having a powerful brand name or being linked to a powerful portal like Yahoo or America Online, Time for Prom shows that small retailers need not get lost in the vast clutter on the Internet if they develop a clear, arrow identity.

In fact, another Thomasville retailer, Hi-Fi Sales and Service, which specializes in equipment for home theaters and live field recording, did \$1.9 million in business over the Web last year, which represented a sig-

nificant portion of its total sales, and now gets some 30 percent of its new customers online with no advertising.

The key to the success of Hi-Fi Sales is making sure it is visible. "We spend a lot of energy making sure we come up high in the search engines," said Jim Oade, one of the three brothers who co-own the business. Each search engine has different rules for deciding in what order to list businesses related to key words, he said. So one of the brothers, Doug Oade, devotes himself, among other things, to keeping current with the rules and making sure the company's Web site (www.oade.com) has enough of the right key words to pop up swiftly when a consumer wants audio products.

The Oade brothers' national customer base is still fairly unusual among mom-and-pop ventures. Most storefront retailers use the Internet mainly for defending and cementing the relationship with customers they already have—a relationship that is very much under siege by giant retailers.

Osborn Drugs in Miami (pronounced Mi-AM-a), Okal., has been a family drugstore for 29 years. Since it started its Web site in 1996, sales through the Internet have increased only about 5 percent a year, according to Bill Osborn, who runs the store with his father. But more than 90 percent of the traffic on the Web site comes from regular long-term Osborn customers who just like to e-mail their prescriptions in. "We view it as a way to service customers we already have," Bill Osborn said. "We are not trying to go public as osborndrug.com."●

#### TRIBUTE TO EDWIN L. COX

● Mrs. HUTCHISON. Mr. President, I would like to recognize a great Texan and great American, Mr. Edwin L. Cox and to call out his outstanding service to the nation through his support of the Library of Congress. On Thursday, October 5th, The Library of Congress will be celebrating its bicentennial and the 10th Anniversary of the James Madison Council. The Madison Council is the Library's private philanthropic organization and, along with Council Chairman John W. Kluge, Ed Cox helped found and build the Council from a handful of members in 1990 to more than one hundred committed supporters today.

Madison Council members have supported more than 200 Library projects since 1990. These gifts account for almost half of all private gifts to the Library. Ed served as the first Vice-Chairman of the Madison Council when it was founded in 1990, and became the first Chairman of the Council's Steering Committee in 1992. To support the Library in acquiring new and rare items, Ed and fellow Madison Council member Caroline Ahmanson formed the Acquisitions Committee, which has been instrumental in acquiring rare and historically significant items for the Library. Ed also established the Edwin L. Cox American Legacy Endowment, which makes possible the purchase of rare and important materials highlighting our history.

Ed Cox's long record of service to his country includes his duty in the United States Navy, where he earned the rank of lieutenant. He left to begin building one of America's great independent en-

ergy companies, Cox Oil and Gas. He has translated his success into a strong record of public activism, joining the boards of the Salvation Army, the American Red Cross, the Texas Cancer Society, and the Dallas Society for Crippled Children.

In 1978, recognizing his business acumen and boundless contributions to a better society, Southern Methodist University renamed its business school in his honor, and The Edwin L. Cox School of Business is recognized as one of America's best.

In this Bicentennial year of the Library, Ed continues to give of himself and to lead others in support of the Library. He chaired the Council's Bicentennial Committee and mobilized Council members to participate in the Library's Bicentennial programs. He has also been a key member of the Library's Trust Fund Board for the past 10 years.

James H. Billington, the Librarian of Congress, has called Ed "one of the Library's most valued friends." His dedication and service have made the Library's collections richer and its services to the Congress and the Nation more comprehensive than ever. All Americans are the beneficiaries of Edwin L. Cox's generosity in enriching one of our nation's greatest institutions.●

#### THE ASSOCIATION OF CHINESE AMERICANS CELEBRATES 28TH ANNIVERSARY

● Mr. ABRAHAM. Mr. President, I rise today to recognize the Association of Chinese Americans, Detroit Chapter of the National Organization of Chinese Americans, which will celebrate its 28th Anniversary with an Awards Ceremony on October 7, 2000. The theme of the evening is Unity, Collaboration and Strength, three things the ACA has provided Michigan's Chinese American community since its inception in 1972.

The mission of the ACA is "to serve the Chinese American community in the Greater Detroit area, and to promote the overall presence of Chinese Americans." In order to do this effectively, members laid out six goals for their organization: provide community services to people of Chinese heritage; promote the Chinese presence locally and nationally through the political system; make sure the voice of the Chinese American is heard locally and nationally; promote academic excellence in Chinese American youth; promote Chinese heritage through the arts; and collaborate with other Chinese/Asian organizations.

In its effort to achieve above and beyond these goals, the ACA has become an active force within the Metropolitan Detroit community. It operates service and outreach centers in Detroit, Warren and Plymouth which provide assistance to Chinese Americans in immigration matters, language classes, citizenship preparation, and registering to vote. It sponsors a free health clinic